



for the advancement
of 35mm photography
as a fine art...

the brilliant *new*
argus C-4

Here is Argus' finest achievement—a brilliant, new contribution to the field of modern 35mm photography. Here is a camera tested and acclaimed by experts nationwide...a camera designed and engineered for those who appreciate the fine points of picture-taking.

For fine 35mm color photography—The new Argus C-4 offers you a superb new Cintar f:2.8 lens that, even in failing light, delivers brilliantly crisp results...is outstanding for its quality of resolution and extraordinary depth of field.

Argus C-4 also gives you a special shutter with larger working parts that mean less wear, longer life, consistent accuracy—so essential to good color photography.

For black-and-white candid photography—With the new Argus C-4's combined view-rangefinder, you sight and focus simultaneously through a single, brilliant eyepiece...capture those fleeting candid shots that other cameras so often miss. And the fast C-4 f:2.8 lens, without flash, achieves the most unusual black-and-white pictures under "impossible" lighting conditions.

100% synchronized for flash photography

At *all* shutter speeds, Argus C-4's built-in flash synchronization accommodates *all* flash lamps. The handy clip-on flash unit with push-button lamp ejector mounts conveniently on top of the camera for perfect light coverage; a positive locking device holds it firmly in place to insure the best possible flash results.

The brilliant, new Argus C-4 is now available in limited quantity. We urge you to see it...to prove to yourself that, whatever phase of fine 35mm photography you pursue, Argus C-4 is truly a remarkable camera.

Argus Cameras, Inc., Ann Arbor, Michigan



An Argus C-4 picture



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Argus C-4—\$99.50 (incl. Fed. Tax) Case, \$7.50; Flash Unit, \$10.00. Prices subject to change without notice.